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SURVEY OF COMMERCIAL ARTS CURRICULUM. FINAL REPORT.

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SEVENTEEN SCHOOLS THROUGHOUT THE UNITED STATES WERE SURVEYED TO DETERMINE THE NATURE AND TYPE OF COURSES REQUIRED IN POST-SECONDARY, NONBACCALAUREATE DEGREE PROGRAMS IN COMMERCIAL ART AND TO DEVELOP MATERIAL WHICH WOULD BE HELPFUL IN PLANNING SUCH A CURRICULUM. THE LENGTH OF THE PROGRAMS VARIED FROM 2 YEARS (SEVEN SCHOOLS) TO 5 YEARS (ONE SCHOOL). MAJOR DIFFERENCES BETWEEN PROGRAMS WERE A MATTER OF DEGREE RATHER THAN A MATTER OF THE KINDS OF COURSE OFFERINGS. IT WAS CONCLUDED THAT ASSOCIATE DEGREE PROGRAMS DID NOT OFFER THE SAME AMOUNT OF ART TRAINING AS WAS OFFERED IN 2 YEARS AT AN ART SCHOOL, PRIVATE OR ART SCHOOLS WERE GENERALLY NOT IN FAVOR OF A 2-YEAR COMMERCIAL ART PROGRAM, AND 2-YEAR UTAH PROGRAMS WERE NOT AS COMPREHENSIVE AS PROGRAMS IN OUT-OF-STATE PRIVATE ART SCHOOLS. THE INFORMATION GATHERED FROM THE SCHOOLS IS PRESENTED IN DESCRIPTIVE AND OUTLINE FORM. (EM)

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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FINAL REPORT

Research Project

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SURVEY OF COMMERCIAL ARTS CURRICULUM

1966 (est.)

Research Coordinating Unit for
Vocational-Technical Education
John F. Stephens, Director
1300 University Club Building
Salt Lake City, Utah 84111

VT 02801

SURVEY OF COMMERCIAL ARTS CURRICULUM

Project Director: Austin G. Loveless

Research Assistant: George R. Chournos

OBJECTIVES OF SURVEY

1. To determine the nature and type of courses offered and required in commercial arts programs of post secondary, non-baccalaureate degree.
2. To develop a resource unit in commercial art with as much course detail as possible from a sample of art schools throughout the United States.

COLLECTION OF DATA

1. From a list of art schools in the United States offering commercial art curricula, a group of twenty-seven were selected to represent the various areas of the United States.
2. All these schools were sent letters asking if they offered a post secondary, non-baccalaureate program in commercial art and if so could they send as much resource material as possible concerning the nature of that program.

Number of Letters	Replies
20 to art schools outside of Utah	13
5 to junior colleges outside of Utah	2
2 to universities in Utah Offering a two year terminal course in commercial art	2
27	17

Sixty per cent of the contacted schools replied in time to be included in this report.

3. More private art schools than colleges were selected on the rationale that if general education courses were not required, as they are in colleges, the school could then offer more and broader instruction in art, thus giving a student more specialized training in a shorter period. It was

felt that a school which depends upon private tuition for its existence, would be inclined to move as many students through their program as possible, and in the shortest time required to adequately prepare them for professional work.

SUMMARY OF FINDINGS

Of the seventeen schools involved in this report:

Seven offer programs of two years or more.

Six offer programs of three years or more.

Three offer programs of four years or more.

One offers a program requiring five years.

School	2 years	3 years	4 years	More Than 4 years
American Academy of Art	X	X		
Corcoran School of Art	X		X	
Pan-America Art School	X		X	
Modesto Junior College	X			
Brigham Young University	X		X	X
University of Utah	X		X	X
Los Angeles Trade-Tech College	X			
Ringling School of Art		X		
Paier School of Art		X		
Fort Wayne Art School		X	X	
Parsons School of Design		X		
New York-Phoenix School of Design		X		
Chicago Academy of Fine Arts		X		
School of Art Institute of Chicago			X	
School of the Museum of Fine Arts			X	
Coronado School of Fine Arts			X	
Hartford Art School				X

There were no terminal courses shorter than two school years, and all schools offering two-year courses used that program also as preparation for further advanced study.

The rationale in item three, under COLLECTION OF DATA, was not completely supported. The private art schools do show more specialized instruction in

commercial art areas, but were not inclined toward two-year programs.

Of the seven schools offering two-year programs, three are private art schools outside of Utah. The other four are junior colleges or Utah universitites which offer a two-year terminal course.

The difference in amount of instruction among the various commercial art programs is more in degree than in kind.

The most detailed information received from any school was a course outline with descriptions, usually a catalog or information copied from a catalog.

More detailed information concerning each school is included in the main body of the survey.

CONCLUSIONS

1. Schools offering an Associate Degree in Commercial Art are not able to offer the same amount of art training in a two-year period as schools which teach only art subjects. Therefore, a student with an Associate Degree from a two-year institution is not as professionally prepared to be a commercial artist as one who spends the same time in an exclusive art school.
2. Private or exclusive art schools are generally not in favor of a two-year commercial art program.
3. The two-year terminal commercial art programs in Utah are not as comprehensive as those offered by private art schools outside

SCHOOLS OFFERING A PROGRAM IN COMMERCIAL ART REQUIRING TWO OR MORE YEARS

AMERICAN ACADEMY OF ART
30 East Adams Street
Chicago, Illinois 60603

A 2 OR 3 YEAR COURSE

In two years the American Academy undertakes to give the art student a thorough and practical course of training. This is possible because of the unusual manner in which the work is organized and the efficient methods of instruction. No time is wasted on useless or impractical phases of art. The classes are limited. This makes it possible for the instructor to give the student an abundance of individual attention and criticism while following his progress step by step. Everything considered, the American Academy course affords the best of training at a minimum aggregate cost in time, materials, and money.

Advancement is treated on the basis of individual abilities and requirements.

FIRST YEAR SUBJECTS
Commercial and Fine Arts Courses

Mornings 9-12 and Afternoons 1-4

Art Fundamentals

Composition

Perspective

Color

Design

Techniques

Still Life

Life Drawing

Figure Drawing

Head Drawing

Action Sketches

Anatomy

2ND AND 3RD YEAR SUBJECTS

Commercial and Fine Arts Courses

The second and third year programs are elective. The student selects one subject for morning and one for afternoon. Changes in program may be made during the year with the approval of the Director.

Story and Advertising Illustration

Advanced Composition
Architectural Rendering
Book Illustration

- Spot Illustration
- Product Drawing

Lettering and Design
- General Lettering
- Package Design
- Label Design

Life Drawing
- Head
- Figure
- Action Sketches
- Anatomy

Painting

Advertising Art
- Advertising Layout
- Paste-Up
- Key-line
- Posters
- Newspaper Ads
- Magazine ads
- Cover Designs
- Booklets, Folders
- Art Directing

THE CORCORAN SCHOOL OF ART
Washington, D. C. 20006

DIPLOMA AND CERTIFICATE PROGRAMS

The Board of Trustees has approved the institution of Diploma and Certificate Programs for art students beginning in 1966-67. At the completion of four years of a structured curriculum a committee of the Dean and members of the faculty review the work of the student and award the diploma on the basis of the student's total development. The Corcoran certificate is granted upon the satisfactory completion of the first two years of the structured program. Under present scheduling a night school student would be expected to participate in some day classes in order to meet the diploma requirements.

ADVERTISING DESIGN DEPARTMENT

Advertising Design Curriculum: This is a professional program for students interested in a career in communications design. The day course requires four years. A modified course is available in the night school. Classes demand intensive work and many outside assignments.

Drawing I	Sound drawing foundation including traditional and contemporary techniques; visual and mechanical perspective.
Design, Color and Composition I	Fundamentals of two- and three-dimensional design. Exploration of visual principles common to all the arts.
Drawing II	Advanced drawing problems; anatomy and figure.
Design II	Structured series of abstract design problems stressing unusual media and techniques, two- and three-dimensional composition, and creative conceptual thinking. Individual projects for advanced students.
Lettering and Calligraphy	Development of skills with an imaginative approach to the alphabet.
Advanced Lettering and Calligraphy	Consideration of type faces and their use in contemporary typography.
Rendering	Advanced drawing techniques required by professional advertising designers.
Advertising Design I	Layout, letter forms, illustration, photography and type.
Advertising Design II	Photojournalism, page and small space advertisements, brochure posters, Work culminates in production of professional portfo
Advanced Photography	Open to Advertising Design Majors.

PAN-AMERICA ART SCHOOL
316 West 57th Street
New York, N. Y. 10019

ADVERTISING DESIGN & LAYOUT COURSE

Total length of Course:
Day--2000 hours (2 years) 1000 hours per year.
Eve--1920 hours (4 years) 480 hours per year

The course is divided in 2 parts: Basic, Advanced.

OBJECTIVE: Advertising man, Layout man, Mechanical or Paste-up man, Designer, Art Director

PART I

CURRICULUM	Hours
Fundamentals of Drawing	150
Design	150
Perspective	80
Anatomy and Figure Drawing	240
Lettering	50
Pen and Ink, Pen and Brush, Wash	175
Tempera	100
History of Art	15
Field Trips	15
Outdoor Sketching	25

PART II

Elements of Advertising Layout	55
Lettering	50
Type & Type Specification	50
Advanced Layout and Lettering	90
Composition	80
Color Theory	25
Rendering--Wash	25
Watercolor	25
Tempera	25
Dry Brush	25
Scratch Board	25
Pastel Technique	40
Paste-up and Mechanicals	40
Overlays, color separation, burgess, cello-tape, phototype	40
Methods of Reproduction	15
Advertising production	95
Comprehensive Layout and finished work	100
Poster and Counter Display Advertising	85
Television ads -- story board	100
Revision of Portfolio	5
How to get a Job	5

CLASS SCHEDULES

FULL-TIME--Day--25 hours per week, Monday through Friday, 9:30 A.M. to 3:00 P.M.--Half-hour for lunch

HALF-TIME--Eve.--12 hours per week, Monday, Tuesday, Wednesday, Thursday--7:00 to 10:00 P.M.

MODESTO JUNIOR COLLEGE
Yosemite Junior College District
Modesto, California 95350

ASSOCIATE IN ARTS DEGREE (Two-Year Program)

General Requirement for all Art Majors

Art A-B 4

A-BASIC DRAWING: An introductory course in the techniques used in representing form, light and shade, texture, and perspective with various media. Field trips may be required. Lecture and laboratory: 6 hours.

B-FIGURE STUDY AND DRAWING: Prerequisite: Art A or equivalent. A basic course in artistic anatomy, human proportions and methods of representing the figure in various media. Field trips may be required. Lecture and laboratory. 6 hours. Spring.

Art 1A-1B 6

1A-HISTORY OF ART: Prerequisite: Sophomore standing or consent of instructor, An analysis of the great art epochs, through the study of paintings, sculpture, and architecture, from prehistoric times to the end of the Middle Ages. Field trips may be required. Lecture: 3 hours. Fall.

1B-HISTORY OF ART: Prerequisite: Sophomore standing or consent of the instructor. (1A is not prerequisite to 1B). A continuation of the study of painting, sculpture, and architecture from the Renaissance to the present. Field trips may be required. Lecture: 3 hours. Spring.

Art 7A 2

7A-WATER COLOR PAINTING: Prerequisite: Art A or consent of instructor. A study of the theory and practice of water-color techniques, in still life and landscape including experiments in various and combined techniques. Field trips may be required. Lecture and laboratory: 6 hours. Fall and Spring.

Art 8A 2

8A-OIL PAINTING: Prerequisite: Art A or consent of instructor. Introduction to essentials of oil painting including development of form through color in painting still life and landscape. Field trips may be required. Lecture and laboratory: 6 hours.

Art 11 2

11-CRAFTS: A course designed to offer basic experience in silk screen stencil, silversmithing, enameling, textile decoration, block printing, and minor crafts. Open to all students, but recommended especially for

those training for teaching, occupational therapy, recreation majors, or playground instruction. Lecture and laboratory: 6 hours. Spring.

Commercial Art

Art 3A-3B 4

3A-COLOR AND DESIGN: Prerequisite: None. A study of design principles and color theory, emphasis upon design. Problems in two-and three-dimensional form using various media. Field trips may be required. Lecture and laboratory: 6 hours. Fall.

3B-COLOR AND DESIGN: Prerequisite: Art 3A. Continuation of Art 3A, with emphasis upon color theory. Field trips may be required. Lecture and laboratory: 6 hours. Spring.

Art 5 2

5-LETTERING AND SHOW CARD ART: A basic course in lettering with pen and brush, and constructed letters in Gothic, Roman, Italic, Script, Text and Modern types of alphabets with emphasis upon the essentials underlying their form and on their distribution on the page as a preparation for poster, cover, and package layout. Lecture and laboratory: 6 hours. Fall.

Business Advertising 56 (Principles of Advertising) 2

Art 6 2

6-ADVERTISING ART: Prerequisite: Art 5. Instruction in silk-screen printing, block-printing, air-brush painting, half-tone, Ben-day with emphasis upon problems in layout and techniques for magazine and newspaper advertising. Field trips may be required. Lecture and laboratory: 6 hours. Spring.

Business Advertising 55 (Salesmanship) 2

Art 17 2

17-APPRECIATION OF ART: Introductory course in art appreciation for the general student. Illustrated lectures in the fields of painting, sculpture, architecture, and design. Field trips may be required. Lecture: 2 hours.

Graphic Arts 5 (Graphic Art Fundamentals) 3

BRIGHAM YOUNG UNIVERSITY
Provo, Utah

Two-Year Program - Commercial Art Technician

120: Basic design (3)

121: Basic drawing (3)

122: Basic figure drawing (3)

227: Design in oil painting (2)

233: Design in water color (2)

250: Design in printmaking (2)

239: Design in layout and lettering (2)

321: Interpretive drawing (2)

310: Advanced design (2)

322: Advanced figure drawing (2)

341: Layout (3)

343: Fashion illustration (2)

342: Illustration (2)

344: Commercial art techniques (2)

449: Commercial art studio - special problems (3)

Plus required general education courses in other areas.

35 semester hours of art.

(Brigham Young University continued)

COMMERCIAL ART TECHNICIAN

Supervisor: Richard L. Gunn

Commercial art technicians are widely employed in modern business and industry. They do hand painting of patterns for industry and business, sketch ideas for fashion illustrations and window displays, or do lettering and decorating work. Commerical art technicians find employment in factories, advertising agencies, department stores, art display and textile studios, and printing and publishing establishments. They are trained in drawing, layout, and design, and in applying these techniques through various media used in commercial art. Specialized training and experience are offered in the following two-year associate degree program.

First Year	F	S
Art 120	3	
Art 121, 122	3	3
Art 227 or 233, 250	2	2
Art 239, 321	2	2
Engl.111, 112	3	3
Health 130		2
Indus. Ed. 250		2
P.E.	½	½
Undergrad. Relig. 121, 122	2	2
Total Hours	15½	16½

Second Year	F	S
Art 310, Commun. 330	2	2
Art 322, Indus. Tech. 351	2	2
Art 341, Hist. 170	3	3
Art 343, 342	2	2
Art 344, 449A	2	3
Phys. Sci., Biol. Sci.	3	2
Undergrad. Relig.	2	2
Total Hours	16	17

UNIVERSITY OF UTAH
Salt Lake City, Utah

Commercial and Advertising Art. Two-year Associate Degree

Art 11: (3)
Basic Drawing logic and practice.

Art 12: (2)
Basic Drawing - studies in perspective.

Art 13: (3)
Experimentation with various drawing media.

Art 31: (2)
Two-dimensional design.

Art 51: (3)
Lettering.

Art 53: (3)
Advertising Production - reproduction techniques.

Art 60: (5)
Introduction to the visual arts - non-technical course.

Art 114: (3)
Figure structure - human anatomy, design and structure.

Art 154a: (3)
Graphic arts design problems

Art 157: (3)
Illustration - commercial art illustration in various media.

30 quarter hours of art plus general courses in other areas.

LOS ANGELES TRADE-TECHNICAL COLLEGE
400 West Washington Blvd.
Los Angeles, California 90015

COMMERCIAL ART ASSOCIATE IN ARTS DEGREE CURRICULUM

Requirements for the Associate in Arts Degree in Commercial Art may be met by completing the essential courses below, and sufficient electives to meet the 60-unit requirement. The listed recommended electives also may be substituted for courses in the Commerical Art major with approval of the Department Coordinator.

Essential Courses	Curriculum	Course No.	Units
Political and Social History of the United States I	History	11	3
Political and Social History of the United States II	History	12	3
Health Education	Health	10	2
Physical Education	Physical Education		2
Art Anatomy and Drawing Logic	Commercial Art	1	6
Structure of Objects and the Human Figure	Commercial Art	2	3
Life Class I	Commercial Art	3	4
Spot Illustration I	Commercial Art	4	3
Advertising Design and Lettering I	Commercial Art	5	2
Graphic Communication Theory I	Commercial Art	6	1
Advertising Design and Lettering II	Commercial Art	7	3
Graphic Communication Theory II	Commercial Art	8	1
Advanced Advertising Design I	Commercial Art	9	2
Advanced Advertising Design Theory I	Commercial Art	10	1
Beginning Art Production	Commercial Art	11	3
Beginning Advertising Production	Commercial Art	12	2
Advanced Art Production	Commercial Art	13	3
Advanced Advertising Production	Commercial Art	14	2
Occupational Information	Commercial Art	15	1
Advanced Advertising Design II	Commercial Art	16	3
Advanced Advertising Design Theory II	Commercial Art	17	4
Advanced Production Problems Workshop	Commercial Art	18	7
Survey of Art History II	Art	2	3
Reading and Composition I	English	1	3
Public Speaking I	Speech	1	3
Recommended Elective Courses			
Spot Illustration II	Commercial Art	19	4
Life Class II	Commercial Art	20	2
Design	Commercial Art	23	3

Principles of Design	Commercial Art	24	4
Advanced Production Problems Theory	Commercial Art	26	5
Theory of Color and Values	Commercial Art	28	3
Spot Illustration III	Commercial Art	29	2
Theory of Illustration	Commercial Art	30	1
Life Class III	Commercial Art	31	2
Technical Color Harmony	Commercial Art	49	8
Advertising Figure Illustration I	Commercial Art	51	2
Advertising Figure Illustration II	Commercial Art	52	2
Airbrush Photo Retouching I	Commercial Art	53	4
Airbrush Photo Retouching II	Commercial Art	54	4
Mechanical Airbrush Illustration I	Commercial Art	55	4
Mechanical Airbrush Illustration II	Commercial Art	56	4
Advertising Production	Commercial Art	60	4
Commercial Design I	Commercial Art	62	4
Commercial Design II	Commercial Art	63	4
Commercial Design III	Commercial Art	64	4
Commercial Design IV	Commercial Art	65	4

SCHOOLS OFFERING A PROGRAM IN COMMERCIAL ART
REQUIRING THREE OR MORE YEARS

RINGLING SCHOOL OF ART
Sarasota, Florida 33580

(Copy of a Letter)

This school offers a three year intensive program. We doubt that competent creative artists can be given sufficient grounding in less time. Two years covering "how-to-do-it" aspects of the trade may, for many trainees, produce most mediocre results.

We offer a first year foundation program including freehand drawing, figure drawing, color and design theory, perspective, lettering and history of art. The second year includes 9 hours per week in advertising or commercial design and 23 hours in drawing and painting areas. The third year is essentially a continuation of the second year.

Our philosophy is to avoid specific technical elements and to develop sound drawing and basic art skills. It is felt that much of the technical matter is best learned on the job in that beginning professional artists are essentially apprentices for some time anyway.

COMMERCIAL DESIGN AND ILLUSTRATION

The commercial design program provides the fundamental training for the student planning a career in any of the various areas of commercial art. Students may prepare for work in advertising layout and production, fashion illustration, lettering, book and magazine illustration, cartooning and many other fields. The Commercial Design Certificate requires three years of study.

The basic first year program provides a very thorough foundation in the understanding of the field as well as familiarization with the skills required. This basic work puts the untrained high school graduate, the student with some high school art and the painter with some amateur painting experience on an equal basis on which to undertake the more advanced studies. Included in this basic program are classes in:

COLOR AND DESIGN: A presentation of the theory of color phenomena and harmony along with theoretical design. Problems in two and three dimensional design, both representational and non-objective.

FREEHAND DRAWING: A study of light and form theories and methods directed toward careful representational drawing as well as some interpretive drawing and media exploration.

PERSPECTIVE: A thorough study of one, two and three point perspective progressing from the draghting of simple geometric forms to more complex architectural and free forms. Emphasis on application to free hand drawing.

LETTERING: A study of the development of modern letter forms with emphasis on design aspects. Practice in Roman, Gothic and Script forms along with a survey of modern typography.

HISTORY OF ART: A lecture--slide course making a general survey of the major periods of art from prehistoric to the present day. Required for all first year students, and other regular students not having credit for this course.

Upon completion of the first year basic program, the student undertakes introductory training in this department while continuing some studies in the fine arts area. Specialized training in illustration, cartooning, fashion illustration and figure, commercial design I, commercial design II.

ILLUSTRATION: An advanced course for the commercial artists. Application of fine arts principles to the demands of the various fields of illustration. Simulated story assignments are given for magazines and books along with advertising illustration assignments. Advanced drawing and painting ability is required.

FASHION ILLUSTRATION: Rendering the draped human figure in a manner suitable for the presentation of fashion designs in advertising. Various techniques suitable for reproduction are covered. An elective in the Commercial Design program.

FIGURE: A study of the human form from the model. Emphasis on proportion, construction and form drawing progressing to the use of the figure as an esthetic element in more creative drawing and painting. Work is done from the moving figure, from short poses and from arranged sets for longer periods. Some formal anatomical study is covered in the first year.

COMMERCIAL DESIGN I: An introduction to advertising art covering layout from pencil roughs to comprehensive as well as some finished art. The main emphasis is on design with some coverage of the technical aspects of production.

COMMERCIAL DESIGN II: A continuation of the first year. Advertising problems are carried from roughs to the finished lettering and art work ready for reproduction. Various media techniques are covered with emphasis on reproduction. Field trips to engraving and printing plants are planned.

PAIER SCHOOL OF ART
I n c o r p o r a t e d
6 Prospect Court, Hamden
New Haven, Connecticut 06511

COMMERCIAL ART CURRICULUM

Advertising Course A Subject	3 Years Clock Hours Per Week
Drawing	6
Painting	4
Design	4
Advertising	6
Workshop	5
Total per week	25
Total per year	850
Total 3 years	2550

PHOTOGRAPHY CURRICULUM

Advertising Course B Subject	3 Years Clock Hours Per Week
Commercial Photography	12
Advertising Art	8
Workshop	5
Total per week	25
Total 1st year	850
Drawing	6
Painting	4
Advertising	4
Design	6
Workshop	5
Total per week	25
Total 2nd, 3rd, year	1700
Total 3 years	2550

FORT WAYNE ART INSTITUTE
School of Fine Arts
1026 West Berry Street
Fort Wayne, Indiana 46804

FOUNDATION PROGRAM

The program of the first year emphasizes those fundamental elements of drawing and design and the basic techniques and disciplines which build the foundation necessary for advanced study in any area of the visual arts.

During the second year the program continues with further study in the fundamentals and provides an introduction to an area of specialization.

First Year Program		Hours Per Week	Hours Per Week
Drawing Fundametals. The fundamentals of representation are taught through the drawing of simple objects, forms, and volumes in line, tone, and texture, using simple tools and free-hand drawing skills with a variety of media; emphasis on sound understanding of values, proportion and perspective. Prerequisite: None.	130ab	3	1.5
Composition and Drawing. Analysis and organization of pictorial ideas through imaginative and objective drawing; still life landscape, and design. Sketching assignments in basic drawing media and watercolor. Prerequisite: None.	131ab	6	3
Figure Drawing. Introduction to drawing the human figure using various media and techniques. Basic anatomy, the skeletal and muscular structure of the human figure as related to drawing, is included. Prerequisite: None.	132ab	6	3
Sculpture Fundamentals. Work from the live model, full figure or portrait, develops accurate observation, understanding of structure, and memory of form. An important adjunct to figure drawing is the three-dimensional representation of the human figure. The modeling of form in clay gives the student a knowledge of the basic principles of construction, proportion, and action. Standard sculpture tools			

are used with some work in applied plaster as a medium; basic knowledge of plaster casting as a sculpture technique. Prerequisites: None.	133ab	6	3
Design Fundamentals. In Design Fundamentals the student becomes familiar with the vocabulary and elements of the visual language. Also, the expressive power of these elements of line, shape, texture, space and color are explored through a series of sequential exercises. Many different problems in building visual units provide the training artists need to make individual, yet clear, expressive, and complete statements. Prerequisites: None.	134ab	6	3
Design in Materials. Introduction to the uses of basic tools and the properties of basic materials; problems in the building of simple structural forms involving basic materials, visual and structural principles for specific purposes. Research into historical development and techniques will be required. Prerequisite: 134ab or concurrent enrollment.	140ab	3	1.5
Art History.		3	3
		33	18
		Credits for the Year	36

Second Year Program

Oil Painting and Watercolor. Introduction to painting methods and media and the further application of basic principles of composition through varied pictorial problems from still life, landscape, memory, and imagination. Prerequisites: 2nd year standing.	231ab	6	3
Figure Drawing. Continuation of 132ab; the figure in relationship to its environment. Required in the second year. Prerequisite: 132ab.	232ab	6	3
Advanced Sculpture. A wide variety of problems in volume, shape and control of a medium, related to the individual interests and objectives of the student; emphasis on the creative solution within the limitations imposed by the material selected. Prerequisite: 133ab.	233ab	6	3

Advanced Design. A continuation of Design Fundamentals with more intensive study of color organization and providing a broader experience with two- and three-dimensional design concepts with emphasis on creative solutions to theoretical and practical problems. Prerequisite: 134ab.	234ab	6	3
Specialization.		6	3
Art History.		3	3
		33	18
	Credits for the Year		36

SPECIALIZATION

In the third and fourth years, the student concentrates on an area of specialization together with continuing art history and development of drawing skills, technical facility, personal disciplines, and the ability to think creatively.

Third Year Program	Hours Per Week	Semester Credits
Drawing	6	3
Specialization (courses in commercial art)	6	3
Related Courses (Electives)	18	9
Art History	3	3
	33	18

Fourth Year Program

Drawing	6	3
Specialization (courses in commercial art)	6	3
Related Course (Electives)	18	9
Art History	3	3
	33	18

PARSONS SCHOOL OF DESIGN
410 East 54th Street
New York, New York 10022

Typical Program		Points Per Semester
FIRST YEAR	G100 History of Art. General introduction to the major epochs of art.	3
	G112 Letter Design. An introduction to fundamental letter and type forms with emphasis on their structure and application in design.	1.5
	G113 Color. Development of awareness to the interaction of colors by laboratory exercises and free problems.	1.5
	G120 Drawing Problems. Introducing drawing from still life objects, as well as from the imagination, as a means of visual communication.	1.5
	G150 Graphic Design. Exploration of the visual possibilities of line, plane, mass, tone, shape, color, and texture.	4.5
	G170 Life Drawing. Drawing in charcoal, pencil, brush, and pen of draped and undraped figures.	1.5
	G174 Three-Dimensional Design. Basic approach to three-dimensional design, using such media as paper, wood, metal, and plastic.	1.5
	G190 Oil Painting. Fundamental approach to the oil technique, with emphasis on composition and design.	1.5
		16.5
SECOND YEAR	G200 History of Art. From the Renaissance to the 20th Century, with special emphasis on painting.	1.5
	G220 Drawing Problems. Continuation of G120 Drawing Problems.	1.5
	G234 Graphic Techniques. Workshop course in silk screen printing, lithography, etching and engraving.	1.5

G247 Design in Typography. Problems based on the manner in which various type forms relate to graphic design. 1.5

G250 Graphic Design. Problems in the layout and illustration of advertising; posters as a means of communication; and packaging from the technical and esthetic points of view. 6

G262 Photography. Lectures and workshop course on the use of the camera and of photographs as a commercial expression. 1.5

G270 Life Drawing. Development of the individual approach to the drawing of the human figure, utilizing various media and techniques. 1.5

G274 Environmental Design. A course stressing the volumetric character of design and its effect on man's environment considers the role of the graphic designer in a variety of activities from shopping centers and trade fairs through urban planning. 1.5

G290 Oil Painting. Continuation of G190 Oil Painting, with increasing emphasis on the personal interpretation of the subject. 1.5

16.5

THIRD YEAR

G320 Drawing Problems. Emphasis on the solving of a client's problems in visual communication. 1.5

G345 Professional Procedures. Professional procedures in problems of advertising, studied in seminars conducted by art directors. 1.5

G365 Production. Lectures and problems dealing with the media of typography, photoengraving, and printing. 1.5

G370 Life Drawing. Continuation of G270 Life Drawing, with emphasis on personal reaction to, and interpretation of, the subject. 1.5

G371 Projects. Summation of previous studies through a comprehensive problem and the assembling of a portfolio to suit the individual student's aims and needs, supple-

mented by work with critics and lectures from the professional field. 8.5

14.5

Plus one of the following electives:

G334 Graphic Techniques. Elective. Further exploration of the processes studied in G234 Graphic Techniques. 1.5

G362 Photography. Elective. Advanced assignments in photography, with emphasis on imaginative approaches and individual work. 1.5

G368 Film Techniques. Elective. Problems involving the use of the motion picture as a medium of design. 1.5

G390 Oil Painting. Elective. Individual problems of pictorial construction emphasizing creative composition. 1.5

NEW YORK - PHOENIX SCHOOL OF DESIGN
160 Lexington Ave. (Cor. 30th St.)
New York, N.Y. 10016

RESUME OF DEPARTMENTAL COURSES

Advertising Design. - three year certificate course.
Instruction is first given in the required fundamentals of antique and life drawing, composition, rendering, color, along with the technical aspects of Advertising Design, including layouts and visualization. Layout relates to media such as newspapers, magazines, direct mail and mass media. Package design and serious study of lettering are also an important part of this course. As the student advances he takes up the study of color and its use in advertising with the emphasis on theselection and display values of color. He also receives instruction in rendering in all practical mediums suitable to line, halftone and color reproduction.

At the completion of the course the student's portfolio contains a good selection of advertising art to show to art directors.

CHICAGO ACADEMY OF FINE ART
32 West Randolph Street
Chicago, Illinois 60601

ADVERTISING DESIGN MAJOR REQUIREMENTS

	Subject	Semester Hours
1st Year	Life Drawing 114	6
	Drawing & Painting 107	6
	Design 105	6
	Photography 116	3
	Lettering & Typography 113	3
	History of Art 109 (recommended--or an elective may be substituted)	6
		Total 30
2nd Year	Ad Design 200	6
	Layout 212	6
	Production 217	3
	Illustration 210	6
	Electives	9
	CERTIFICATE AWARDED AT THIS TIME	Total 30
3rd Year	Ad Design 300	6
	Layout 312	6
	Illustration 210	6
	Electives	12
	DIPLOMA AWARDED UPON COMPLETION	Total 30

SCHOOLS OFFERING A PROGRAM IN COMMERCIAL ART
REQUIRING FOUR OR MORE YEARS

THE SCHOOL OF THE ART INSTITUTE OF CHICAGO
Michigan Avenue at Adams Street
Chicago, Illinois 60603

(Copy of Letter)

Concerning the equivalent of a two-year post high school commercial art course, please be advised that the School of the Art Institute of Chicago offers only 4-year degree courses in commercial art.

SCHOOL OF THE MUSEUM OF FINE ARTS
Fenway and Museum Road
Boston, Massachusetts

COMMERCIAL ART AND DESIGN

First Year

8 Drawing I
6 Anatomy
6 Perspective
2 Painting I
2 Sculpture I
4 Design I
6 History of Art I
1 Tentative Major
1 Metal or Ceramics (required elective)

36 credits

Second Year

2 Commercial Art II
2 Interior Design II
6 Drawing II
6 Technical II
  Mechanical Drawing
  Calligraphy II
1 Watercolor
1 Graphic Arts II
4 3-D Design
6 History of Art II

28 credits

Third Year

7 Commercial Art III
2 Book Design III
6 Technical III
  Airbrush
  Calligraphy III
  Photography
4 Drawing III
6 Design III
6 History of Art III
4 Elective Painting II

35 credits

Fourth Year

8 Commercial Art IV
6 Technical IV
  Technical Painting II
  Technical Illustration
  Technical Printing
4 Drawing IV
6 Design IV
6 History of Art IV

30 credits

CORONADO SCHOOL OF FINE ARTS
176 C Avenue
Coronado, California 92118

COMMERCIAL ART COURSE OUTLINE

Drawing and Painting, including Composition and Color Harmony, History of Art, Pictorial Illustration, Book and Magazine Illustration, Lettering and Applied Art, Advertising Art and Design, Watercolor Painting and Commercial Rendering.

In all the Drawing and Painting classes the initial objective is to give a thorough groundwork of drawing and of organizing the forms in space as a preparation for the subsequent realization of creative faculties. Thereafter the student, while growing in his understanding of form, comes into gradual possession of a realization of the various characteristics of color and of the building of pictorial intities with paint. The special needs of students preparing to take up careers in the Commercial Art field are provided for by correlation of their studies in the various painting and illustration classes. In addition, the student attains a familiarity with the variety of techniques, processes and materials used in the commercial and applied art fields and in reproduction and by practice develops proficiency in the various techniques utilized in the profession. The intention of this course is to prepare each student for active participation in the commercial art field.

SUBJECT	CLOCK HOURS PER COURSE
Drawing, Painting, Composition and Color Harmony	1620
History of Art	351
Pictorial Illustration	234
Book and Magazine Illustration	516
Lettering and Applied Art	282
Advertising Art and Design	282
Watercolor painting and Commercial Rendering	240
TOTAL HOURS	3525

SCHOOLS REQUIRING MORE THAN FOUR YEARS FOR COMMERCIAL ARTS TRAINING

HARTFORD ART SCHOOL
200 Bloomfield Avenue
West Hartford, Connecticut 06117

(Copy of Letter)

At this school we offer only five-year professional programs leading to the B.F.A. degree. One major in the B.F.A. program is in Advertising Design.